



- 1. If the project received funding for broadband planning, please describe progress made against all goals, objectives, and milestones detailed in the approved project plan. Be sure to include a description of each major activity/milestone that you plan to complete and your current status. (Answer below.)**

The Nebraska Information Technology Commission Community Council (NITC), University of Nebraska - Lincoln (UNL), Nebraska Department of Economic Development (DED) and the AIM Institute are cooperatively leading the effort to address the broadband planning needs of Nebraska's communities. UNL is the fiscal agent for the planning part of the grant.

A number of activities were identified in the initial grant to identify barriers to the adoption of broadband and IT services, creating and facilitating local technology planning teams, and collaborating with broadband service providers to encourage broadband deployment and use. In the supplemental grant, activities were focused around three projects: capacity building, technical assistance and local planning. Following the NITA guidance and recent Webinar recommendation, the quarterly report will focus on the three project areas. For each section area, there is an overall summary of the project and then a quarterly update of the particular area.

## **CAPACITY BUILDING**

### **Internet Connectivity and Use in Nebraska: A Household Survey – initial and follow-up.**

Nebraskans were surveyed about their computer and Internet usage, challenges and desires for the future through a survey conducted by UNL. The survey, mailed in February 2010, to 6,600 Nebraskans achieved a 47% response rate. The report, available at [broadband.nebraska.gov](http://broadband.nebraska.gov), highlights regional, education, income, age, gender, racial and ethnic group comparisons. A follow-up survey will be held in 2014.

*1st Quarter 2014 Status Update.* A follow-up household survey was conducted in January and February 2014 to document changes in internet and broadband use since 2010. Regions that were originally identified as either unserved underserved in 2010 were over-sampled in the follow-up survey. The 14-page survey was mailed to approximately 8,000 households (8,024 deliverable households out of the 9,000 initial list). A 35% response rate was achieved. Some preliminary findings include: More than eight in ten Nebraska households (82%) currently have broadband Internet service compared to 76% households in 2010. During the past four years the proportion of persons age 65 and older having broadband service at home increased from 48 percent to 64 percent. And, the proportion of persons with the lowest household incomes having broadband service at home increased from 44 percent to 53 percent. The complete report is expected to be released later in April 2014.

### ***Business Survey***

Businesses will be surveyed through the Department of Economic Development's Business Retention and Expansion program to identify the strengths and challenges they face in utilizing technology. To develop the statewide plan, over 1000 businesses will be included in the database as communities and regions have the capability to gather information from all types of businesses including retail, health

care and services. The BR&E survey asks over 10 specific questions related to technology and broadband utilization. Additional questions will be developed that relate specifically to future opportunities. The data will be pulled together and themes will be developed.

*1st Quarter 2014 Status Update.* DED continues to encourage communities to share broadband data in the BR&E eSynchronist program. During Q3 2013 contracted with the Strategic Network Group (SNG) to identify benchmarks statewide around broadband. Survey launched September 3. Explained further under technical assistance and focused surveys.

***Inventory of Broadband and Digital Literacy Programs.*** In order to identify potential partners and to avoid duplication of efforts, an inventory of broadband and digital literacy programs will be conducted. Results will be shared with project partners, regional teams and be available on the broadband portal.

*1st Quarter 2014 Status Update.* Resources continue to be gathered and updated on the broadband website - <http://broadband.nebraska.gov> site. This page will transition to a site that will be maintained after the grant. The focus will be to provide resources available to assist businesses in making decisions on whether or not to adopt technologies that utilize broadband as well as educational/training materials. Creating an inventory of entrepreneurial support resources has become a topic for several initiatives within the state including the Statewide Broadband Plan. Conversations are being held to identify a statewide, interactive resource that helps communities and businesses identify resources from broadband to financial assistance for start-up businesses.

***Focused Surveys.*** Focused surveys in regions where there are large numbers of non-adopters will help to better understand how to increase broadband adoption. The surveys will be conducted in specific counties, regions and in some parts of metropolitan areas where usage appears to be lower and will provide these areas with data specific to them that can be used to develop a plan that addresses their future needs. The surveys will also create local benchmark data that will help determine if broadband adoption increases in these areas over time. The focused survey effort will primarily be around business and we are working with the Strategic Network Group (SNG) to conduct the business survey, establish benchmarks and to provide tools to share with businesses.

*1st Quarter 2014 Status Update.* Over 1,100 organizations (881 businesses) completed the SNG business survey assessment launched in September 2013. Nebraska businesses are utilizing technology applications such as teleworking and selling goods/services more than other states that have been surveyed by SNG. Responses show that broadband is being widely used and is benefiting businesses across the state. For example:

- Broadband use is having a positive impact on jobs, with 364 respondents reporting a net increase of 654 jobs due to using the Internet. Over 50% of net jobs reported by respondents were attributed to use of the Internet.
- Broadband use is also having a positive impact on business revenue with typical respondents reporting 25 to 45 percent of revenue from the Internet.
- Cost savings of 4 percent were reported by respondents.

***Government and Economic Developer Survey.*** To gather information on access, adoption, usage, and technical assistance needs of all county and community governments, chambers of commerce, and for

economic developers, a survey (web-based where feasible) of all entities will be conducted. This information will support the development of regional and community technology plans and will be used to develop targeted technical assistance for local governments and economic developers. Surveys were conducted with the Nebraska Economic Development Association (NEDA), Nebraska Association of County Officials (NACO), and the League of Nebraska Municipalities (League) during Q2 2012. During Q4 the full reports were written and are available at [broadband.nebraska.gov](http://broadband.nebraska.gov). The NEDA report influenced the decision to conduct a more in-depth business survey and to build capacity amongst economic developers to better understand the technology needs of businesses in their communities. The League and NACO survey results were shared with the broadband planning efforts to identify broadband goals.

*1st Quarter 2014 Status Update.* This activity is complete. Survey results continue to be reviewed for planning purposes.

***Creating Broadband Plan/Administrative*** – To meet the objectives of grant, the broadband planning oversight team meets on a bi-monthly basis and quarterly with PSC commissioners.

*1st Quarter 2014 Status Update:* - To create awareness, press releases announcing the results of the broadband business survey and regional tech fairs were released statewide. Radio spots and other materials were created locally to advertise to a particular region. Broadband Initiative members presented at the Nebraska Agriculture Technology Association on the statewide plan and the Nebraska Market Place Commerce on the business survey as well as hosting displays. The NTIA participants shared challenges with Cell phone coverage that requires individuals to have two cell phone providers due to lack of coverage across a region to the need for higher speed internet to transfer the data gathered from the fields.

The broadband initiative had a presence at both Future Farmers of America (FFA) and Future Business Leaders of America (FBLA) where youth were asked how satisfied they are with their internet access and two open ended questions asking why the internet is important to them and what needs to be improved. Youth overall were satisfied with their broadband connection with FBLA youth indicating 68.4% satisfied compared to FFA youth indicating 75% satisfaction. This was surprising given the higher representation from rural communities at the FFA Conference with 66% living outside of a town and at the FBLA Conference 34% living outside of a town. Consistently youth commented on the survey that there was a need for higher speed and consistent service especially for those living outside of city limits. Homework was the primary reason youth accessed the internet followed by entertainment.

During Q2 2014, efforts will continue to highlight the broadband initiative including the household and business survey results. In addition the initiative will have a presence at several annual conferences including Infotech in Omaha and the Nebraska Economic Development Association meeting. Planning is underway for the Husker Harvest Days display. The Initiative will be one of eight programs highlighted in the University of Nebraska IANR building at Husker Harvest Days. Husker Harvest Days brings over 100,000 attendees to the 3 day event.

## **TECHNICAL ASSISTANCE**

Three cross-training efforts were identified in the Supplemental Application to address broadband adoption and utilization. These efforts outlined below are the Statewide Conference, Regional Workshops and Webinars.

**Statewide Conference.** The statewide conference will be focused on broadband adoption and utilization will bring together many industries including those working in economic development, telecommunications industry, education, state government, and local government personnel.

*1st Quarter 2014 Status Update:* Status. The 2014 Broadband Connecting Nebraska Conference will once again be held at the Younes Conference Center in Kearney on October 1 & 2. Planning for the agenda is underway, and attendance is expected to grow both in numbers and geographic reach. A youth track is planned once again, and we have tentative confirmation to speak from Keith Adams, Deputy Administrator of the Rural Utilities Service, USDA Rural Development.

The conference will take place in the same general time frame as the release of the Statewide Broadband Plan. Consideration is being given to constructing the conference agenda to highlight elements of the plan.

Details on the conference are available at the Nebraska Broadband Initiative project portal at <http://broadband.nebraska.gov>

**Regional Workshops.** Regional workshops will be held to address specific issues related to an area on broadband adoption and utilization.

*1st Quarter 2014 Status Update:* Over 140 businesses/organizations attended eight technology fairs held regionally. The fairs featured opportunities for business owners, ag producers and communities to learn about how to utilize broadband/technology. Topics included remote video (security and monitoring), cloud computing, security, mobile technology and innovative technologies. Seven-ten minute videos have been created for each topic that are available at [broadband.nebraska.gov](http://broadband.nebraska.gov).

Following are comments shared by attendees:

- We wanted to move to the cloud and many of my questions were answered. And, I have a contact name.
- The security information was very helpful and just what I needed to know.
- We were considering using remote sensing in our business and after the session understand how it can be of value to our business
- The mapping information is just what I needed. Many of our clientele live outside of the community and now I have a resource to help find a service.
- Individual whose business scored more than an 8 – when leaving said Wow – lot of good information.
- Another had a business idea of helping ag producers with remote sensing that could be incorporated into their fields - would save them time and money!

This quote provided by one participant, shares how impactful it was to have experts available at the fair. *“I recently attended the Broadband Technology Fair at Mid Plains Community College. I thought it was going to be very “techy” and completely over my head but I was very excited to come away with so many new tools and ideas to implement at Pro Printing and Graphics. We’re looking forward to integrating new mobile tools and project management programs presented at the Fair” – Nichole Ediger, Pro Printing & Graphics*

During Q2, an evaluation of the tech fairs will be conducted. In addition, broadband technology events are planned in Omaha and at the tribal colleges. The focus of these

workshops will be targeted to the regions. In addition, the tech fairs will be featured individually on the [broadband.nebraska.gov](http://broadband.nebraska.gov) homepage as well as sending information sheets to the Chambers across the state of Nebraska.

**Webinars.** Up to four webinars will be held each year to address broadband adoption and utilization. Topics may include how to set up community planning groups to sharing results of the various data collections, processes and best practices.

*1st Quarter 2014 Status Update:* Fourteen (14) webinars developed in 2012 and 2013 are archived at <http://broadband.nebraska.gov/events>. Participation in webinars have averaged 50 participants and follow-up viewings have ranged from 29-389. Webinars focused on cloud computing (236 views), security (196 views) and tablet integration (216 views) have been viewed the most often. Additional webinars will be identified through the business coaches.

**Best Practice Videos.** One way to expand broadband adoption across Nebraska is to learn from communities, businesses and other organizations who are the early adopters and “get it.” This project initiative will identify at least 20 examples of best practices throughout Nebraska and conduct video interviews with key players. These individuals will be asked to describe the essential elements of their success.

*1st Quarter 2014 Status Update:* Status: 44 videos have now been launched through the broadband efforts with 7 additional topical videos launched in Q1 2014. Best practice videos have highlighted the benefits of broadband technology and the seven new videos feature topics such as mobile apps and choosing a cloud provider. In total, there have been 3245 views of the various videos with an additional 500 views in Q1 2014. During Q1, best practice videos were rotated and featured on the front page of web site and marketed through social media. This increased viewing. For example, a video highlighting the Bassett Livestock Auction now has 211 views with an additional 49 during Q1. Videos are archived at <http://broadband.nebraska.gov/videos> or visit the Youtube channel has been created to host the videos - <http://Youtube.com/broadbandnebraska>.

**Entrepreneur Acceleration System (EAS).** This project has the potential to be a model for other states as they develop entrepreneurs .The 2011 cohort concluded during Quarter 4 2011 with the 2011 Impact Summit. Forty-six guides/mentors were selected for the 2012 EAS program which started in 1Q 2012. These guides selected 160 companies and 746 managers to work with through the program, impacting almost 5,000 employees in Nebraska. Participating companies attend the four core workshops led by Gallup in Quarter 1 through 3 of 2012. Companies are also provided one on one support from a Gallup trained guide and participate in self-paced activities administered online throughout program. Results are on [broadband.nebraska.gov](http://broadband.nebraska.gov).

*1st Quarter 2014 Status Update:* Status: The broadband component of this activity is completed. A follow-up report of the businesses was shared during Q3 2013.

**Technical Assistance Expertise.** The focus of this effort will be to provide technical assistance in the area of business and entrepreneurship to chambers of commerce, economic developers, and local and county stakeholders statewide and regionally to increase broadband adoption. The surveys, focused conversations and planning efforts have consistently shown that many businesses in the State of Nebraska do not understand how technology and broadband can be used to enhance their bottom line. In 2013, broadband planning initiative partnered with the Strategic Network Group (SNG) on an approach to connect with businesses, build capacity within the state to work with businesses and

to measure change/impact. The business survey was launched September 3<sup>rd</sup> by the Lt. Governor. Over 1,100 businesses participated in the survey that received personal invitations through an email. Other businesses also had the opportunity to participate through the website. A scorecard will be available for up to 500 businesses that will highlight how a business compares to other businesses from similar industries.

*1st Quarter 2014 Status Update:* As a part of the business survey, we are able to offer a personalized scorecard to businesses comparing the company's use of broadband with peer businesses in Nebraska and across the nation. The scorecard provides recommendations for improving profitability and expanding business operations through the utilization of technology. Currently 210 scorecards have been released and another 240 will be released in next two weeks. During Q4, coaches were identified to review the scorecard with businesses and help in prioritizing actions. Approximately 40 coaches have been trained and are committed to work with businesses. During Q1 210 scorecards were released to businesses. To date, coaches have connected with 42 (20%) of the businesses. Of the businesses that have been reached, coaches have met with 12 businesses (29% of the 42) and 24 (57%) were not interested in meeting. Of the 12 businesses that have met with coaches, 11 (91.7%) are currently moving to some type of action. Actions include adopting remote sensing in an industry to developing a new website. Businesses are being connected with experts to assist them in making the best decision when moving forward. Additional technical assistance has been established that will help businesses that participated in the survey to understand the effectiveness of their technology usage.

Coaches are actively meeting with businesses. During Q4 an additional 230 scorecards will be released. In addition, other businesses can take the business assessment and meet with a coach to review how they can increase their utilization of broadband technologies.

**Broadband Portal Development** - Develop a central broadband portal which will serve as a source of information on broadband efforts in Nebraska and technical assistance materials.

*1st Quarter 2014 Status Update* Website officially launched in April 2012. Since that time there have been 19,585 visits and 13,075 unique visitors with an average visit of 3:54. During the last quarter January through March, there were 2,822 visits and 2,242 unique visitors. Marketing efforts continue to draw people to the website. Visitor top stops were to surveys, the broadband map and business efforts. During Q2 2014, the current website will be reevaluated and determined what, where and how to sustain efforts after the grant has ended.

## **LOCAL AND REGIONAL PLANNING**

**Regional Planning Teams.** Regional planning teams were formed to conduct regional assessments, prioritize opportunities, and develop strategies. Regional coaches assisted planning teams in the development of plans. Each region held a regional forum to engage Nebraskans in the regional planning efforts. Over 300 individuals participated in the eight regional forums. Of these 300 individuals, around 80 initially indicated a willingness to serve on the planning teams. In addition, 105 individuals participated in 17 focus groups to identify priorities.

The regional plans were completed during Q3 2013 and featured at the Nebraska Broadband Conference during Q4 2013. No matter the region a common vision is that all residents and businesses will have access to digital information and communication tools and the training to skillfully use. Long term goals consistent among all regions include the attraction and retention

of population – including youth retention; increase in economic development; increase in well-being/quality of life; and decrease in the digital divide – rural and urban.

The successful realization of the regional plans --- their vision and goals and the growing success of the State of Nebraska depend on access to broadband services by all geographic areas. Currently, access varies by area and community.

*1st Quarter 2014 Status Update:* Under the direction of the Nebraska Information Technology Commission, planning is underway in four priority areas for the Nebraska Statewide Plan. Those priorities are:

- Digital Literacy and Adoption/Advanced Technology Training
- Broadband Availability and Affordability
- Economic Development
- Agriculture

The priority areas were those that the regions identified as the most opportunity to increase the adoption and utilization of broadband. In addition, other priority actions identified are local government, education, health care and non-profits/helping individuals access human services online.

Planning meetings have been held in each of the priority areas. May 2014 has been set as the deadline for completing the statewide plan.

**Community Planning - North/South Omaha.** North and south Omaha were identified as underserved regions/areas through the survey of Nebraska households. The AIM Institute and the Omaha metro region have combined efforts to address broadband adoption and utilization in the Omaha metro region.

*1st Quarter 2014 Status Update:* Strategic plan has been completed for the North/South Omaha planning project. The next step is to work with community partners to explore how to best provide effective education and build awareness of how non-profits can increase their influence and effectively deliver services using technology.

**Community Planning - Cultural and Unserved Communities.** We will form additional community or local planning teams in regions/areas identified as underserved through the survey of Nebraska households and broadband mapping data. Coaches with specific knowledge of these regional areas will be added to work specifically with these areas to develop plans relevant to their situation regarding broadband adoption and availability.

*1st Quarter 2014 Status Update:* A session originally was to be held in February or March 2014 with the tribal colleges. This session has been postponed until late Q2 2014 due to schedule conflicts. The focus of the sessions remains to gain a better understanding of the devices (i.e., computes, iPads) the tribal members have, what they do not have and what is their highest priority in terms of electronic communication. The goal will be to increase their awareness and use of technology. One component of these sessions will be to have an IT individual available to help answer questions about challenges with phone, data and internet carriers. Now that the radio station has been established there is interest in looking at broadband in more depth.

**Focus Groups.** Seven to 10 focus groups will be held with anchor institutions and utility providers as well as populations with low usage rates to gain understanding into the barriers to broadband adoption

and utilization from their perspective. Focus groups will also be held with businesses including farmers and ranchers. In 2013, 17 Focus Groups were held with 105 individuals participating to better understand the challenges and opportunities in the various regions of the state. Communities with adequate broadband focused on the opportunities. When broadband was not as reliable, the focus became on the challenges

*1st Quarter 2014 Status Update:* Status. Additional focus groups/listening sessions may be held to help move the initiative forward.

**Community Sector Discussions.** Community Sector discussions will be held to further advance adoption of technology in specific industries such as business and entrepreneurs, chambers of commerce, agriculture and the health industry. The focus of each discussion will be to benchmark technology use across the specific sectors, set goals for improved technology, and develop a plan to achieve goals.

*1st Quarter 2014 Status Update:* Community sector discussion will be held as needed in support of the statewide plan.

For more information, contact Charlotte Narjes at [cnarjes@unl.edu](mailto:cnarjes@unl.edu) or Connie Hancock at [chancock1@unl.edu](mailto:chancock1@unl.edu).

## Nebraska Broadband Initiative - Highlighted Success Stories during Quarter 1 2014

### SUCCESS STORIES FOR BUILDING CAPACITY ---

#### *Internet Connectivity and Use in Nebraska: A Follow-up Study*

The survey, "Internet Connectivity and Use in Nebraska: A Follow-up Study," tracks progress made since a 2010 survey that asked about Nebraskans' current use of technology, their opinions about community technology resources and their technology training needs.

The 14-page survey was mailed to approximately 8,000 households (8,024 deliverable households out of the 9,000 initial list). A 35% response rate was achieved. Some preliminary findings include: More than eight in ten Nebraska households (82%) currently have broadband Internet service compared to 76% households in 2010. Although elderly and low-income Nebraskans continue to lag behind other demographic groups in Internet access, they have made significant gains in the last four years, according to a new survey.

During the past four years the proportion of persons age 65 and older having broadband service at home increased from 48 percent to 64 percent. And, the proportion of persons with the lowest household incomes having broadband service at home increased from 44 percent to 53 percent. The complete report was presented to the Public Service Commission and released in April 2014. The full report is available at <http://broadband.nebraska.gov>.

#### *Broadband Business Efforts*

The Nebraska Broadband Initiative in 2013 launched a new effort to help Nebraska businesses increase their economic vitality by understanding how to more effectively use broadband technologies. Key points of this initiative include:

- *Benchmarking Data* - Gather data through a business assessment to establish initial benchmarks and measure impact.
- *Providing Resources to Businesses* - Help individual businesses understand how they can use broadband to increase their economic vitality and to understand their ROI and assist them in identifying steps for implementation.
- *Building Capacity* - Build capacity in Nebraska for business coaches (i.e., economic developers, extension educators and Department of Economic Development field staff) to work with businesses and communities to better utilize broadband.

The Nebraska Broadband Initiative partnered with Strategic Networks Group (SNG) to conduct a survey of Nebraska businesses on their use of broadband technologies in the fall of 2013. Over 1,100 organizations (881 businesses) completed the SNG business survey assessment launched in September 2013. ***Nebraska businesses are utilizing technology applications such as teleworking and selling goods/services more than other states that have been surveyed by SNG.*** Responses show that broadband is being widely used and is benefiting businesses across the state. For example:

- Broadband use is having a positive impact on jobs, with 364 respondents reporting a net increase of 654 jobs due to using the Internet. Over 50% of net jobs reported by respondents were attributed to use of the Internet.

- Broadband use is also having a positive impact on business revenue with typical respondents reporting 25 to 45 percent of revenue from the Internet.
- Cost savings of 4 percent were reported by respondents.

Businesses that participated in the survey are being connected to resources to help them better understand how broadband can increase economic vitality and to understand their ROI and assist them in identifying steps for implementation. Up to 500 businesses will receive a personalized scorecard comparing your their company's use of broadband with peer businesses in Nebraska and all across the nation. The scorecard will provide recommendations for improving profitability and expanding business operations through the utilization of technology. In addition, coaches have been identified to meet with businesses to review the scorecard and assist businesses in moving forward.

## SUCCESS STORIES FOR TECHNICAL ASSISTANCE

### *Regional Tech Fairs*

Taking expert resources on broadband technology utilization to regions across the state was a goal of the Regional Workshops/Tech Fairs. Over 140 businesses/organizations attended eight technology fairs held regionally. The fairs featured opportunities for business owners, ag producers and communities to learn about how to utilize broadband/technology. Topics included remote video (security and monitoring), cloud computing, security, mobile technology and innovative technologies. Seven-ten minute videos have been created for each topic that are available at [broadband.nebraska.gov](http://broadband.nebraska.gov).

Following are comments shared by attendees:

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Key to the success of this effort was the collaboration of the Broadband Initiative partners and UNL Ed Media in attending the sessions, encouraging attendance and sharing expertise.

## SUCCESS STORIES FOR PLANNING

The Nebraska Broadband Initiative has been successful at gathering input from citizens across the State of Nebraska to inform the Regional and Statewide Plans. This has included:

- Over 300 people participating in 8 regional forums located statewide.
- Planning committees formed that included over 80 members.
- 17 focus groups with 105 individuals participating conducted in 2012.
- Over 300 youth participated in an assessment through their high schools
- Over 1,000 businesses/organizations responded to an assessment in understanding how businesses incorporate broadband and technology.
- A household survey conducted in 2010 mailed to 6,600 Nebraskans achieved a 47% response rate and a follow-up survey mailed to 8,000 Nebraskans achieved a 35% response rate.

This has led to the 8 regional plans completed in 2013. Priorities consistent across the regions include: Digital Literacy and Adoption/Advanced Technology Training; Broadband Availability and Affordability; Economic Development and Agriculture. These priorities are now the basis of the Statewide Plan.

The youth perspective is one demographic that we had limited input Statewide outside of the Northeast region. This limited assessment found students using broadband in their daily lives. In addition, 65% said they would be enticed to move to a community that had broadband available.

At the request of the Nebraska Public Service Commissioners, efforts were made to gain further perspective from the youth. The Broadband Initiative had a presence at both the Future Farmers of America (FFA) and Future Business Leaders of America (FBLA) annual conferences where over 300 youth were asked how satisfied they are with their internet access and two additional open ended questions asking why the internet is important to them and what needs to be improved. Youth overall were satisfied with their broadband connection with 68.4% of the FBLA youth indicating that they were satisfied compared to 75% of the FFA youth. This was surprising given the higher representation from rural communities at the FFA Conference with 66% living outside of a town and at the FBLA Conference 34% living outside of a town. In speaking with the youth, a number shared that the connection has improved in the last two years at their homes and school.

Consistently youth commented on the survey that there was a need for higher speed and consistent service especially for those living outside of city limits. Homework was the primary reason youth accessed the internet followed by entertainment. Using the internet is part of the youth daily life. They expect the service to be there. Youth were also videotaped sharing additional plans which will be shared in conjunction with the Statewide Plan.

All broadband initiative organizations were engaged in the gathering of data for input towards the broadband plan. One organization may have taken a lead in an effort but all organizations provided feedback, assistance and support in planning and implementation. The FFA and FBLA conferences are one recent example of pulling together to gather additional feedback.